



## Small Business Week 2011 Nominations Due November 12

Syracuse District Office  
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Syracuse, NY 13202  
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[www.sba.gov/ny/syracuse](http://www.sba.gov/ny/syracuse)

### **Small Business Week Nomination Categories**

Small Business Person  
Small Business Exporter  
Young Entrepreneur  
Family-Owned Business  
Entrepreneurial Success  
Financial Services  
Champion  
Home-Based Business  
Champion  
Minority Small Business  
Champion  
Veteran Small Business  
Champion  
Women In Business  
Champion  
SBDC Service Excellence  
WBC Excellence  
Lender Awards  
Contracting Awards  
Phoenix Awards for  
Disaster Recovery

All SBA programs and services are  
provided on a nondiscriminatory basis.

Each year the President of the United States sets aside one week in the spring to honor and celebrate small business —National Small Business Week. SBA recognizes small business owners and champions in twenty award categories from winning nominations submitted by lenders, SCORE, SBDCs, WBCs, chambers of commerce, economic developers and others.

### **Preparing a Winning Nomination Package**

**Start Your Package Right Away** – decide on a nominee that you are proud to be associated with, contact them and start to gather information as soon as possible.

**Be Sure to Read and Follow Nomination Guidelines *Exactly*** – the guidelines are not difficult, just precise. For example, "nominations must be typewritten on one side of 8½" x 11" white stationery, collated and secured in a 1½" binder. The consistent organization of the package helps the judges to easily compare nominations and to rate the nomination against the competition.

**Use the Evaluation/Selection Criteria as an Outline** – each award has a different set of "criteria". The judges use the criteria to rate the nomination. Make sure that you explain how your nominee meets *each* of the criteria under the heading of "concise statement of the qualities and performance that merit the award". Use the headings as an outline so that it is easy for the judges to read. Failing to respond to any criteria could prevent an otherwise outstanding nominee from being selected.

**Put Together a Strong Financial Package** – not all nominations need financial information. If after reading the requirements for your nomination category, you find that financial statements are needed, make sure that you submit three years of financial information. Since statements alone don't always represent the complete financial picture of the business, explain what the data means. Some judges do not have a financial background and they need to know the story behind the numbers.

**Always Include Supporting Documentation** – it is limited to 10 pages, so you'll want to include the most persuasive evidence possible. Make sure photo copies are easy to read. If you submit letters of support, seek them from individuals with first hand knowledge of the nominee's accomplishments and give specific examples.

**Photo** - is a required item in the packet and can really add to the nomination. Provide either an 8"x10" or 5"x7" photo (B&W or color) of the nominee OR email a digital photo of at least 300dpi to [cathy.pokines@sba.gov](mailto:cathy.pokines@sba.gov). Photo copies of a photo will not be accepted.

**SBA Assistance** - although SBA assistance is not required, if a business has been helped by SBA, explain it in the nomination. SBA assistance can be loans, procurement assistance, assistance from SCORE, SBDC, WBC or counseling and training from an SBA office.

**Make the Package Look Good** – just like kindergarten, neatness counts! It may not be a rated element, but it does create an impression for the judges. Grammatical errors and misspelled words distract from the quality of the nomination.

**Access details of the National Small Business Week Guidelines at**  
<http://www.sba.gov/localresources/district/ny/syracuse/index.html>